WDAF-TV

Flight Dates 10/17/12-10/22/12

Order Sep 00:15:00

Product Estimate # 2906

MO-US SEN-TODD AKIN Alt Order # 09842330 583087 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

10/15/12 10/17/12 Order Type **GENERAL Billing Contact**

Billing Cycle EOM/EOC Advertiser Akin/R/MO/US Senate 7669 Staggers Loop Billing Calendar BROADCAST

Delaware, OH 43015 Demographic A35+

Strategic Media Placement Agency

POL Rev Codes SP-POL CAN **Buying Contact**

Sales Office DC-M Product Codes PL1Ba 3

Sales Region NAT Priority 7669 Staggers Loop Agency Ref Advertiser Ref Delaware, OH 43015

Primary Account Executive

Order%

Dan Driscoll

Account Executive

Dan Driscoll 100% Order Share 25% Market Value 35120

End Date

Competing Station % of Order Amount **KCPT** % 0 **KCTV** 25% 8780 **KCWE** % 0 25% 8780 **KMBC** KMCI % 0 **KPXE** % 0 **KSHB** 25% 8780 **KSMO**

%

0

Order Totals Billing Plan

Start Date

Spots Net Amount Gross Amount Month # of Spots Net Amount Gross Amount Rating Start Date End Date 0.00 10/01/12 \$7,463.00 \$8,780.00 October 2012 \$7,463.00 \$8,780.00 10/22/12 16 16 Totals 16 \$7,463.00 \$8,780.00 0.00

												Tota	
Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	4	10/17/12	10/19/12	M-F 7-9a	CM-All	7-8a	TF	:30	2	\$375.003	0.00 NM	2	\$750.00
				7-8a		(7:00 AM-8:	00 AM)						
١	VEWS												
	Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
We	ek: 10/	15/12	10/21/12	TF	2	\$375.00	0.00						
E 2	4	10/17/12	10/19/12	M-F 7-9a	CM-All	8-9a	TF	:30	2	\$375.003	0.00 NM	2	\$750.00
				8-9a		(8:00 AM-9:	00 AM)						
١	IEWS												
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/	15/12	10/21/12	~TF	2	\$375.00	0.00						
E 3	4	10/17/12	10/19/12	M-F 5-6p	CM-All	5-530p	TF	:30	2	\$400.003	0.00 NM	2	\$800.00
			***************************************	5-530p		(5:00 PM-5:	30 PM)				,,	\$7.555.\$655.050.00000000000000000000000000	
١	VEWS			•									
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/	15/12	10/21/12	TF	2	\$400.00	0.00						

Print Date: 10/17/12

Page 2 of 2



583087

Flight Dates 10/17/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 10/15/12/ 10/17/12

<u>Order Sep</u> 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2906

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sr	oots	Rate Pri	Rtg Type		tals Amount
E 4	4	10/17/1	2 10/19/12		CM-All	530-6p (5:30 PM-6:	TF	ON THE RESERVE OF THE	2		0.00 NM		\$800.00
	NEWS			•									
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	Veek: 10	/15/12	10/21/12	TF	2	\$400.00	0.00						
E 5	4	10/17/1	2 10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	TF	:30	2	\$540.003	0.00 NM	2	\$1,080.00
	NEWS												
	<u>St</u> a	ırt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
V	Veek: 10/	15/12	10/21/12	TF	2	\$540.00	0.00						
E 8	4	10/17/1	2 10/19/12	M-F 9-10p	CM-All	9-930p	TF	:30	3	\$800.003	0.00 NM	3	\$2,400.00
				9-930p		(9:00 PM-9:	30 PM)						
	NEWS												
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	Veek: 10	15/12	10/21/12	TF	3	\$800.00	0.00						
E 9	4	10/22/1	2 10/22/12	M-F 9-10p		9-930p	M	:30	1	\$800.003	0.00 NM	1	\$800.00
				9-930p		(9:00 PM-9:	30 PM)						
	NEWS												
			End Date	<u>Weekdays</u>	Spots/Week		Rating						
	Veek: 10	22/12	10/28/12	M	1	\$800.00	0.00						
N 10) 4	10/22/1	2 10/22/12	M-F 630-7p	CM-All	630-7p	M	:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
				M-F 630-7p									
	NEWS												
			End Date	Weekdays	Spots/Week		Rating						
	Veek: 10/		10/28/12	M		\$1,000.00	0.00						
N 1	1 4	10/18/1	2 10/19/12		CM-All	6-7a	TF	:30	1	\$400.003	0.00 NM	1	\$400.00
				M-F 6-7a									
	NEWS												
		rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
V	Veek: 10	15/12	10/21/12	TF	1	\$400.00	0.00					***************************************	
											Totals	16	\$8,780.00

10/15/12

Page 1 of 2

WDAF-TV

Flight Dates 10/17/12-10/22/12

Order Sep 00:15:00

Print Date

583087 /

Product

Contract / Revision

MO-US SEN-TODD AKIN

10/15/12

Estimate #

2906

Original Date / Revision

Alt Order #

09842330

Agency Com 15% Billing Type

Cash

10/15/12

Billing Contact

Order Type **GENERAL**

Advertiser Akin/R/MO/US Senate

7669 Staggers Loop

Billing Cycle

EOM/EOC Billing Calendar BROADCAST

Agency Strategic Media Placement

Delaware, OH 43015

Demographic A35+

Rev Codes

SP-POL CAN

POL

Buying Contact

Sales Office DC-M

Sales Region NAT

Product Codes PL1Ba

3

7669 Staggers Loop Delaware, OH 43015

Agency Ref

Advertiser Ref

Priority

Primary Account Executive

Dan Driscoll

Account Executive

Order%

Start Date

End Date

Dan Driscoll

100%

Order Share 25% Market Value 29520

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	7380
KCWE	%	0
KMBC	25%	7380
KMCI	%	0
KPXE	%	0
KSHB	25%	7380
KSMO	%	0

Order Totals Billing Plan

Month	# of Spots	Net Amount			ate End Date		Net Amount Gross Amount		
October 2012	14	\$6,273.00	\$7,380.00	0.00 10/01/	12 10/22/12	14	\$6,273.00	\$7,380.00	
Totals	14	\$6,273.00		0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End 1	Fime Days	Len Sp	ots	Rate Pri	Rtg Type	<u>Tota</u> Spots	ls Amount
E 1	4	10/17/12	10/19/12	M-F 7-9a	CM-AII	7-8a	WTF	:30	2	\$375.003	0.00 NM	2	\$750.00
				7-8a		(7:00 AM-8:	00 AM)						
	NEWS												
	Sta	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating				ł		
V	/eek: 10/	15/12	10/21/12	WTF	2	\$375.00	0.00						
E 2	4	10/17/12	10/19/12	M-F 7-9a	CM-All	8-9a	WTF	:30	2	\$375.003	0.00 NM	2	\$750.00
				8-9a		(8:00 AM-9:	00 AM)						
~~	NEWS	***											
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
V	/eek: 10/	15/12	10/21/12	WTF	2	\$375.00	0.00						
E 3	4	10/17/12	10/19/12	M-F 5-6p	CM-AII	5-530p	WTF	:30	2	\$400.003	0.00 NM	2	\$800.00
5-53				5-530p		(5:00 PM-5:	30 PM)						
	NEWS												
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	leek: 10/	15/12	10/21/12	WTF	2	\$400.00	0.00						

Print Date: 10/15/12

Page 2 of 2

Contract / Revision

583087

Flight Dates 10/17/12-10/22/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep

00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2906

												Acres 10 acres	als
Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 4	4	10/17/12	2 10/19/12	M-F 5-6p	CM-All	530-6p	WTF	:30	2	\$400.003	0.00 NM	2	\$800.00
				530-6p		(5:30 PM-6:0	00 PM)						
	NEWS												
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						i.
W	eek: 10/	15/12	10/21/12	WTF	2	\$400.00	0.00						
E 5	4	10/17/1:	2 10/19/12	M-F 6-630p	CM-AII	6-630p	WTF	:30	2	\$540.003	0.00 NM	2	\$1,080.00
				M-F 6-630p									
	NEWS												
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
V	eek: 10/	15/12	10/21/12	WTF	2	\$540.00	0.00						
E 8	4	10/17/12	2 10/19/12	M-F 9-10p	CM-All	9-930p	WTF	:30	3	\$800.003	0.00 NM	3	\$2,400.00
				9-930p		(9:00 PM-9:	30 PM)						
	NEWS												
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/	15/12	10/21/12	WTF	3	\$800.00	0.00						
E 9	4	10/22/12	2 10/22/12	M-F 9-10p	CM-AII	9-930p	M	:30	1	\$800.003	0.00 NM	1	\$800.00
				9-930p		(9:00 PM-9:	30 PM)						
	NEWS												
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/	22/12	10/28/12	M	1	\$800.00	0.00						
Economic Services					10.000	inininin ili					Totals	14	\$7,380.00